

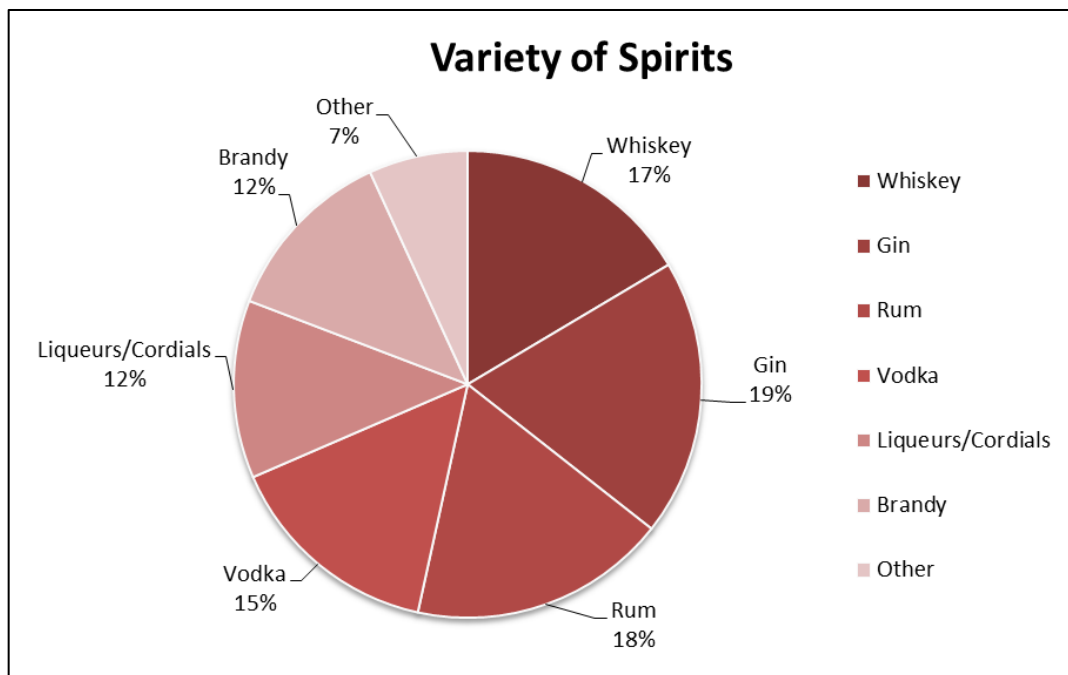
## 2015 Massachusetts Distilleries Economic Snapshot

### MA Industry Growth

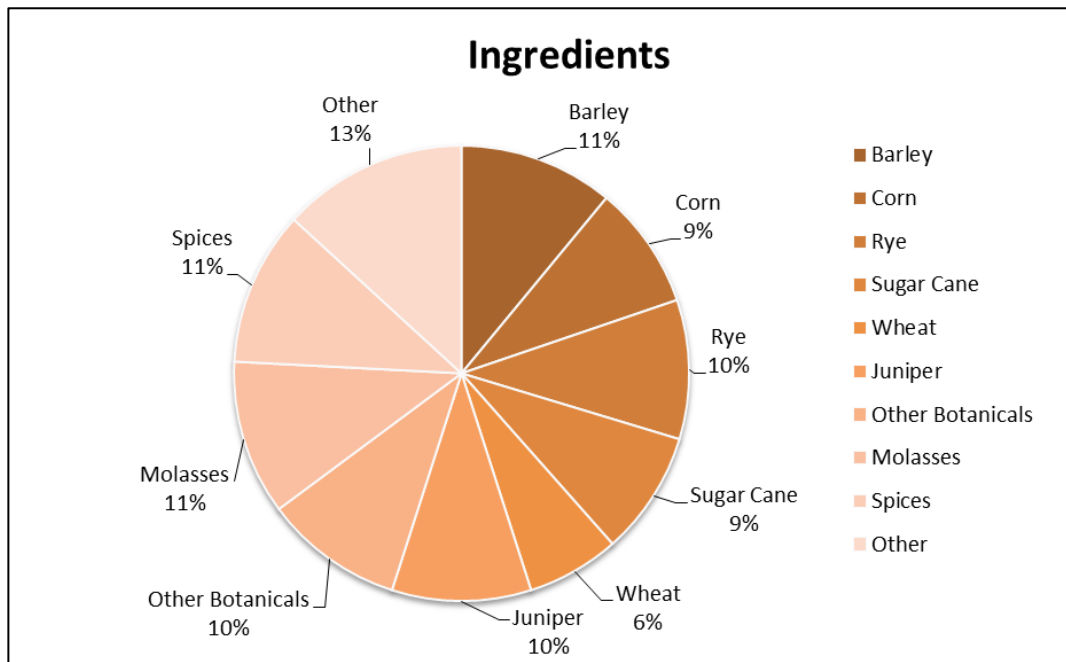
The number of craft distilleries Massachusetts has **grown from 2 businesses in 2005 to 18 in 2015**, now operating across the state. All are family-operated or privately-owned and producing a combination of gin, rum, whiskey, vodka, and other distilled spirits. All hold the MA ABCC Farm Distilleries license, critical to self-distribute and in tasting rooms offer sampling and direct bottle sales.

MDAR worked with the MA Craft Distillers Alliance to gauge the economic activity of the local craft distilling industry in **2015**. The distilleries generated over **\$2.77 million in revenue** and produced **over 11,000 proof gallons of spirits**. Expectations are that production will increase by **87.5% by 2020** to 89,000 proof gallons, with large expansion plans for one of the businesses. Although sales of Massachusetts farm distillery products are mainly through wholesalers, they also self-distribute and sell at their distilleries.

**Tasting rooms are important** to educate consumers about products available from craft distillers. There were **over 200,000 people who visited Massachusetts craft distillery tasting rooms in 2015**, to sample the unique, artisan products. Tasting rooms are an important tool to build brand awareness and sell product directly to consumers. The number of visitors to Massachusetts craft distillery tasting rooms is expected to increase as businesses promote and expand their offerings. The sector represents jobs for at least **52 full-time and 33 part-time employees**.



MA producers make a variety of distilled products.



The most common ingredients purchased in Massachusetts include barley, molasses, spices, rye, and botanicals including juniper berries. Ten of the distilleries use ingredients that are locally grown including apples, peppers, cranberries, spices, grain and juniper.

### US Craft Distilleries Growth

The craft distilling industry has experienced exponential growth across America, partly from the trend towards local handmade products, less-processed ingredients and a shift towards distinctive, unique flavors not found in the mass-market.

The first craft distillery was licensed in in 1982 in California. By 2000, there were 24 craft distilleries in a dozen states and by 2011, 234 in 45 states. Today there are over 1,000 craft distillers spread across 50 states.<sup>1</sup> Predictions are that the growth of craft distilleries to 2,000 “will not take nearly as long as the 23 years for the first 1,000.” Another 1,000 businesses are expected over the next 5 years, ultimately matching the number of craft breweries.”

<sup>1</sup> Kinstlick, Michael. “The U.S. Craft Distilling Market: 2015 Update.” 2015.